

## A new look online . . .

After several months of work, we launched Saskatchewan *in motion*'s new web site in December. While our web address remains the same, the new site has a very different design and is structured to make it easier for you to find what you need to advocate for physical activity.

**No more Leaders Section** – No more need to sign in to a protected section to download tools and resources. Everything is out in the open for you to view and download whenever you like. We hope that you will log in to participate in our online forum and any future online challenges or contests. If you haven't already done so, we encourage you to visit the site, create a profile and start to connect with others who care about physical activity in Saskatchewan.

## Check these new features on our site:

- Visit the **advocacy section for information, tools and links to help you speak out for physical activity.**
- Get connected by signing up for our newsletters, following us on Twitter or joining our Facebook group.
- Check out our online forum to ask questions, share ideas and connect with other physical activity advocates.

Check out the Saskatchewan *in motion*'s Pledge to Take Action Video at: [www.youtube.com/watch?v=SomMIIW-M18](http://www.youtube.com/watch?v=SomMIIW-M18)



Have you made the pledge to get your family physically active? Visit: [www.saskatchewaninmotion.ca](http://www.saskatchewaninmotion.ca) and pledge to do one thing to get the people you care about moving.

## New national guidelines . . .

The new Canadian Physical Activity Guidelines were announced on January 24, 2011 by the Canadian Society for Exercise Physiology (CSEP). The guidelines provide specific recommendations for Children 5 to 11 years of age, Youth 12 to 17 years of age, Adults 18 to 64 years of age, and Older Adults 65 years and older.

Over the past several decades, scientific evidence has shown that levels of physical activity and fitness of Canadians has dropped dramatically and the number of Canadians considered overweight or obese has steadily increased. There has also been a steady increase of diseases associated with

overweight and obesity such as Type 2 diabetes and high blood pressure.

Saskatchewan *in motion* is excited about the release of the new Physical Activity Guidelines. These guidelines establish a minimum benchmark of physical activity that each Canadian needs to obtain health benefits. Children and youth require a minimum of 60 minutes of daily physical activity and more is better! Through our 30-30-30 model, Saskatchewan *in motion* recommends a shared responsibility to get our kids active every day for a minimum of 30 minutes at school, at home, and in the community.



## Our new ad campaign ●●●

### ARE YOUR KIDS AS ACTIVE AS YOU THINK?

This simple question is the theme of our new advertising campaign. It was created to generate awareness of our children's physical inactivity to parents, caregivers, community leaders, neighbours and family members.

Research provided by Active Healthy Kids Canada indicates that children's physical activity levels are decreasing. Research also shows that in Saskatchewan, less than 15% of our kids are actually getting the required amount of physical activity they need per day for optimal growth and development (CanPlay 2009).

So just how active are your kids, is the question we pose to our target audience of adults, 30 to 55 years of age. This theme will be featured in provincial media beginning February 21 and running through to March 30, 2011. Thirty second television commercials will be broadcast on local supper hour news programs in six of the major cities across the province. Outdoor billboards will be placed in Saskatoon, Regina, North Battleford, Prince Albert, Moose Jaw, Yorkton, Estevan, Weyburn and Lloydminster. On-line advertising will be placed on high traffic websites in Saskatchewan including [ctv.ca](http://ctv.ca), [cbc.ca](http://cbc.ca), [leaderpost.com](http://leaderpost.com), [starphoenix.com](http://starphoenix.com), and selected social media sites. Print ads will be showcased through the Saskatchewan Weekly Newspaper Association for added provincial reach and awareness.



Community tool kits will be provided to our provincial community champions to assist and help with local initiatives and campaigns to reinforce our messaging and spur action by our key stakeholders including parents, community leaders, family members, and neighbours.

## Pledge site winner ●●●

Last fall the Gustafson family chose to change the way they move. They took the pledge to reduce screen time on [www.saskatchewaninmotion.ca](http://www.saskatchewaninmotion.ca) and ended up winning the draw for a Wii prize package.

The Gustafsons had several reasons for choosing to reduce screen time. Holly Gustafson, mother of five explains why, "We wanted to do activities as a family that united us and allowed us to be more engaged with our kids, focused on each other instead of focused on the screen."

Before making the pledge the Gustafson children were spending 1-2 hours in front of the screen per day, now they spend under an hour. Getting the kids away from the screen was not an easy task for the Gustafson parents. Holly explains, "We find it hard to say, 'get off the computer' or 'turn off the tv' without offering a fun alternative." She added that it's easier to get them away from the screen when her and her husband are available to play. "Instead of telling them to go play outside, Dad goes out with them and helps



the kids build a fort or simply gets their help shovelling the driveway."

Holly says the benefits to reducing screen time are multifaceted. Her family has enjoyed making the change from a somewhat sedentary lifestyle to being more active but the greatest benefit is that "by choosing to be active as a family, they are growing closer as a family."



## Improving Health for Children conference . . .

Saskatchewan *in motion* is proud to announce that Richard Louv, author of *Last Child in the Woods: Saving our Children from Nature-Deficit Disorder*, will be the keynote speaker at the Improving Health for Children Conference in Elk Ridge Resort, SK on Thursday, June 2, 2011. for more information check out: [www.saskatchewaninmotion.ca/events](http://www.saskatchewaninmotion.ca/events)



## Schools Task Force . . .

The Saskatchewan *in motion* Schools Task Force has accomplished a lot since their inception in 2004. They have assisted in:

- ***the creation of the Daily Physical Activity Manual***
- ***establishing a minimum standard for daily physical activity, and policy recommendations within schools***
- ***building strong relationships between the Saskatchewan in motion movement and a variety of provincial partners and organizations***

The Schools Task Force is lead by their chair, Louise Humbert, and is made up of leaders who are strongly connected to youth and schools. The task force will continue to work together to take on projects and provide input to the movement in the upcoming year.

## Saskatchewan *in motion* community task force . . .

In June 2010, the Saskatchewan *in motion* community task force was created. Participants were invited to join other strong community leaders to “Jump in and Inspire Action.” The goal of the community task force is to inspire, galvanize and connect municipalities to identify roles and take action to increase physical activity opportunities for the children and youth of Saskatchewan.

The task force has identified and committed to work together in four key priority areas:

1. ***Raise Awareness – Less than 15% of Saskatchewan youth are active enough***
2. ***Determine the “ask” for Saskatchewan communities***
3. ***Cause a commotion by taking action***
4. ***Engage youth as part of the solution***

Under the leadership of Randy Goulden, Chair, members of the task force have established a terms of reference, developed and signed a charter for action.

## Why not make Family Day a family active day . . .

In Saskatchewan, Family Day is on Monday, February 21, 2011. At Saskatchewan *in motion*, we enthusiastically support this day as a great opportunity to have all family members celebrate this special day. But at Saskatchewan *in motion*, we’d like to take it one step further, and because we’re all about physical activity, suggest that all family members truly make this a fun-filled physical activity day by celebrating Family Activity Day!

In our province there are many great ways to get family members of all ages involved in physical activity.

Recent results of the Canadian Health Measures Survey (CHMS) published by Stats Canada indicate that our young people, 5 to 17 years of age, are engaged in sedentary behaviours such as watching television, for about 8.6 hours per day.

To be healthy and productive, our children and youth need to get more than 60 minutes of physical activity every day, and more is better.



## 2011 Generation Action Youth Summit ●●●

Saskatchewan *in motion* hosted its first Generation Action Youth Summit on January 14th and 15th. The Summit brought together youth between the ages of 16 and 23 who care about their own physical activity as well as their peers.

A group of nine youth made up the delegation and Saskatchewan *in motion* brought in two facilitators, Don Ratcliffe-Smith and Farley Flex to help lead the group. The purpose of the Summit was twofold; Saskatchewan *in motion* wanted to get a youth perspective on why children and youth are not active enough, and to begin planning a youth presentation for the Saskatchewan *in motion* Provincial Physical Activity Summit.

Over the day and a half Summit, the participants identified the challenges children and youth encounter when attempting to choose physical activity. They also discussed the benefits and opportunities for physical activity available to the province's children and youth. With the challenges, benefits and opportunities established, the group determined which areas they could realistically develop solutions and actions for change.

The participants then worked to generate solutions and messages directed at youth, provincial organizations, community leaders and municipal and provincial government

The Generation Action Youth Summit came to a close with a planning session for the youth's upcoming presentation at the Provincial Physical Activity Summit. The group plans to present the physical activity story of the province from a youth perspective and share some of the solutions they developed in their discussions.

The youth will meet again on February 11th and 12th to work on the details of their upcoming presentation. To read more about the Youth Summit check out the youth blog at [www.generationaction.ca](http://www.generationaction.ca).



## High school visits ●●●

One of a school's best resources is its students, so Saskatchewan *in motion* felt that to best address the challenges schools are facing with regards to physical inactivity we should work directly with the students. At the end of 2010, *in motion* began making High School visits to work directly with student groups. The goal of these High School visits is to work with the youth to help them identify and overcome the challenges they face when trying to choose physical activity during their school day.

*In motion's* first High School visit was a trip to Sacred Heart High School in Yorkton to work with a group of grade 10, 11 and 12 students. This group identified challenges in a variety of areas, from how the students were transported to and from school, to the lack of opportunities for in-class physical activity. A second school visit is scheduled for February 18th to discuss how the student leaders can begin to make changes within their school.